

CHAPTER I INTRODUCTION

1.1. Background of the Study

One of the most frequently searched for hilarious subjects is gender differences. Males have been demonstrated to appreciate and employ most sorts of comedy more than females, although not all. When it comes to unpleasant or offensive humor, gender disparities are more noticeable. According to Groch (1974) males were less offended by racist and sexist jokes than females, and they regarded sexual jokes and insult humor to be funnier than females. On the other hand, Decker and Rotondo (1999) stated that men showed a higher level of enjoyment and usage of sexual and insult humor at work than women.

There have been many researches on comedy and gender, but few of them have particularly looked at the workplace. On the other hand, the bigger stream definitely produces generalizations about gender disparities. Both self-report studies and studies in which other people's judgments of humor are recorded suggest that men use and appreciate humor (both non-offensive and offensive) more than women. Females may be at a disadvantage in this conversation if humor is associated with how effectively and how a leader is considered to act. Positive humor is more likely to help men than women. Additionally, men are more likely than women to utilize rude and derogatory humor, increasing the likelihood that such communications will be acceptable if they are expected from men.

Kramarae (1987) stated that men and women likely have distinct humorous interests because they perceive the world differently. Women are more likely to notice men's joking interests than vice versa because they must conform to the social norms of the dominant group. He thought that this was the root of the common notion that women don't have a sense of humor. In other words, males do not necessarily need to grasp the humor of women, although women do.

Talking about humor, humans are intrinsically tied to the game of words which makes their spoken or written words elicit laughter. With or without the intention of making jokes, sometimes the interlocutor can laugh by himself depending on how he understands the text and the context that was happening.

Wortley and Dotson (2016) stated that humor seems to be a subjective experience since everyone interprets jokes differently. It might be humorous for one person, group, or community, but it might not be hilarious for others. Additionally, humor frequently insults a certain racial, ethnic, or religious group, resulting in conflicts between the comic and the group.

Hoffman et al. (2020) stated that in conveying humor, some people will remember and repeat other people's jokes, while others will create new events or situations that they find funny. And in appreciating the humor, it is not the same for everyone, there are those who respond by continuing the funny moment, some just laugh and some are not provoked at all. In their 2003 paper, Martin et al. proposed the idea of "humor styles", which are classified as affiliative, self-enhancing, aggressive, and self-defeating (Salavera, et al 2020). We can better

comprehend how people interact with one another and use humor on a personal and interpersonal level by becoming more knowledgeable about comedy styles.

The examination of written or spoken language in relation to its social environment is called discourse. Its objective is to comprehend how language is utilized in real-world circumstances, with a particular emphasis on the social components of communication and the manner in which people use language to 'accomplish specific goals. As per Fairclough (2013), Discourse is utilized in a wide range of contexts, such as as a component of the social process of meaning construction, a language specific to one social profession or industry, such as "political discourse," and a means of understanding features of the outside world from a specific social perspective. As Abuya et al. (2019) stated that social media and cultural phenomena, individuals in society are divided into 2 groups, namely "men" and "women" or "male" and "female" or "masculine" and "feminine" groups, where each of these groups has its own rules and stereotypes. The existing gender stereotypes are actually built unilaterally and exaggerated which are then continuously applied to everyday life. A person can enter into a certain gender not because of the qualities he has, but because of something he did.

(Proyer and Ruch, 2010; Ruch and Heintz, 2016) stated that in line with the types of humor and gender differences, it turns out that there was a relationship between an individual and the type of humor used. Men tend to use an aggressive style of humor and enjoy katagelasticism (the joy of laughing at other) than women. Women do not tend to use aggressive humor because this type of humor can cause embarrassment.

Moreover, Hall (2010) stated that experienced embarrassment when their male partners engaged in self-defeating humor. Winterheld et al. (2013) also stated that women tend to be angry when men use this style of humor, in contrast to men who respond with laughter when faced with the opposite sex who use more self-defeating humor.

It is indeed necessary to do research study on the connection between humor and gender over time. In this case, it is done to find out whether there were similarities or differences regarding the humors presented by gender from previous studies and the newest phenomena. One of the mediums that can present humor, the person who conveys it and interacts in the same time and place is film. A film whose purpose was to entertain and trigger laughter in the audience was a comedy genre film. Therefore, this research focuses on comedy series that have received many awards and have high ratings to be discussed, namely *'Friends'*.

'Friends' itself is a short film series that aired on American television from 1994-2004 with a total of 236 episodes in 10 seasons. Reported from the largest and most comprehensive film database site on the internet – *IMDb.com*, this comedy series received a fairly high rating from the audience, which is 8.8/10. So, it is no wonder that this comedy series won several awards, For example, the Primetime Emmy Award for Outstanding Lead Actress in a Comedy Series in 2002, the Primetime Emmy Award for Best Directing Comedy Series in 1996, the American Comedy Award for Funniest Supporting Female Performer in a TV Series in 2000, the ASCAP Film and Television Music Award for Top TV Series in 2005, and numerous other awards. *'Friends'* was the story of six "Friends" who,

at the age of approximately 30 years, were attempting to survive and struggled to find their path in life. In the middle of the bustle of Manhattan city, they shared the challenges of life such as family issues, love, drama, and friendship. Three men and three women took on the roles of Rachel Green, Phoebe Buffay, Monica Geller, Joey Tribbiani, Ross Geller, and Chandler Bing in the television series "Friends." There are numerous humorous scenes and amusing words throughout the story's plot. For instance, in the episode of the television show "The One Where Ross is Fine," when Rs unintentionally witnesses Rh and Jy having a sexual encounter in the kitchen.

The researcher have found a gap in this study, that is the audience get the different types used by actress (female) and actor (male) to show different sides of humor after observed dialogues and expressions in the comedy series. Various types of humor used are obtained from clauses (utterances) or expressions of men and women with their interlocutors in dialogue. Some audiences are attracted by the different humor used by them in the comedy. Humor and gender can be used as a means of informing the audience by paying attention to the study of critical discourse analysis. As an illustration, consider the scene from the comedy series '*Friends*' below:

Rs : It's all working out! Me and Charlie, and you two. You know what we should do?

Rh : *Calm ourselves?*

Rs : No. We should all have dinner. Yes, we'll do it tomorrow night. I'll cook!

Jy : *Wow. Uh, look, don't you think that would be a little weird?*

Rs : Weird? What? What's weird? Huh? *The only thing weird would be if someone didn't like Mexican food because I'm making fajitas!*

(Season 10 Episode 2)

The preliminary data above indicates that each gender uses comedy in a different way. They were found from the clauses above as the concept of humor styles based on Martin et al. (2003), they are; “affiliative”, it can be seen from Rh’s character in this scene Rh used positive humor that entails using comedy to broaden the group cohesiveness, such as by giving statement to her ‘Friends’, Ross like; “calm ourselves” where her friends ask something they should do. She used humor to realize interpersonal or social rewards. In this case, gender differences were very influential in the way humor is delivered as denote women will not laugh at themselves. In other words, women need to get male humor. Men are not required to comprehend women's. Women are more likely than men to understand one other's comedic interests.

Then, “aggressive”, it can be seen from Jy’s character. In this scene, it looked very clear here, Jy showed the negative humor that he gave to his Friends, Rs. When Rs said that she would cook here jy seemed to making Rs appear silly and he annoyed to Rs and said “Wow. Uh, look, don’t you think that would be a little weird?”. He felt strange about what Rs was doing maybe he thought it. It didn’t make his sense or didn’t interest him. He did and told funny things at their own cost and laugh with others by making them look dumb or scorned. In this case, gender differences in humor confirmed that men also expressed higher pleasure and use of humor in the workplace. Additionally, it seems that males utilize and value both offensive and non-offensive humor more than women do.

Next, “self-defeating”, it can be seen Rs looked shocked at what Jy and Rh did. He tried to resist his emotions by keeping the humor. Even at the end when he said, “If someone didn't like Mexican food because I'm making fajitas, that would be the only odd thing!” then he snapped and left leaving them both. The joke was in his utterance when he said the odd thing was when someone suddenly did not like Mexican food just because Rs did the cooking. It meant that maybe his cooked was not good enough. In fact, it was indeed strange for the three of them to have dinner after such an incident. But Rs kept his cool and made such a joke. Here humor works well, it can be seen from the way Rs is entertained with the humorous side introduced a new word or mocking himself. Types of humor entail the use of humor as a negative type of protection in order to conceal their emotions. In this case, there is relationship between gender differences and humor. It is look at men also reported greater enjoyment and offends humor at work than women. Males have been shown to understand and implement the majority of types of comedy more than females.

Affiliative, Self-enhancing, Aggressive, and Self-defeating humor were utilized to evaluate Martin et al. (2003) 's hypothesis regarding the concept of humor style and their potential outcomes in terms of well-being and social interactions. These four categories of humor were examined by Martin et al. in their study on comedy style ideas.

To analyze and categorize the humors employed by different genders in the data above as the study's preliminary data, this study used Norman Fairclough's critical discourse analysis. The use of humor is taken from the

'Friends' comedy series, one of the most watched comedies of all time (over 51 million Americans watched the final episode). The show has been praised as one of the best in television history and has received multiple honors, including the 2002 Emmy Award for Outstanding Comedy Series and the Golden Globe Award. Five episodes from season two hundred and thirty-five were chosen because they were the funniest of the 236 episodes and received a lot of comments and likes on YouTube. The following journal references agree with the previous preliminary data.

In conducting the research, the previous studies presents as the reason and gap of this study. Edwards and Jones (2018) investigated how and where humor is used in sports coaching. This study is being carried out to demonstrate the role that "inclusionary putdowns" and "disciplinary humor" played in the creation and upkeep of social order. The results shed more light on how coaching cultures are deliberately created and implemented. As a result, the study helped to reconstruct coaching practice through a thorough articulation of practice, in addition to helping to deconstruct it. This was particularly true when it came to shifting our perspectives on comedy as an active, deliberate way to address developmental concerns and maintain sporting cultures.

Harshavardhan, Wilson, and Kumar (2019) investigated humor discourse in Internet memes for use in the ESL classroom. This study demonstrated why paying attention was so important for student motivation. This study proposed a meme-based internet teaching method for teaching English in the digital age. Because of their digital text, memes can be used to teach a variety of language

patterns, according to the findings of this study. It is possible to clarify tenses and their differences. Foreexample, inter-language theories are fully stated and illustrated. The impact of the mother tongue and the complexities of pronunciation are clearly demonstrated. The semantics of grammatically incorrect statements are examined, and errors are entirely obvious.

Sahin (2021) then investigated teachers' use of humor in the classroom. The use of positive humor types in the affiliative humor and self-enhancing humor styles can be advantageous for managerial and pedagogical efficiency in schools, according to the findings on the participants' goals for using humor. Overall, the study offers a more thorough and in-depth understanding of how teachers utilize comedy in educational settings, and it may be used as a reference for educators and school administrators who wish to employ humor successfully in both administrative and instructional contexts. In this instance, the researcher simply looked into how teachers felt about using humor both in and outside of the classroom. The researcher could draw analogies between classroom humor from both teachers and students.

Wu, et al. (2016) investigated the relationship between empathy, cognitive aspects, gender and the humor style. The main objective of this study was to find that men prefer aggressive and self-enhancing humor, whereas women are better at empathizing; perspective-taking and empathic concern are positively associated with positive humor types like affiliative humor and self-enhancing humor, but negatively associated with negative humor types. The results showed that using violent humor is significantly related to one's capacity to accept other people's

suffering, but using affiliative, self-enhancing, and self-defeating humor is related to one's capacity to comprehend or relate to another person's point of view.

From the explanation above, this study expected to categorize the types of humor related to gender differences, what types of gender humors used by men and women in *'Friends'* comedy series when interacting with the same gender, and when interacting with a different gender, also with the realization and the reason they realized. Then, based on representative studies, there were no previous studies that conducted gender and humor discourse in comedy series. Most of the previous studies conduct about Humor in Spots Coaching, Humor Discourse in Internet Memes which is applied in the ESL Classroom, Humor in School Settings and Humor Style in the Relationship between Empathy, Cognitive Aspects and Gender, and this study is new research because the researcher combining between Gender and Humor Discourse in the different context that is in the comedy series, Gender Humor Discourse in *'Friends'* Comedy Series. The new finding of the study will explore how the humor types in comedy series are realized.

1.2. The Problems of Study

In line with the background of the study stated previously, the following problems are formulated:

1. What types of gender humors are used in *'Friends'* comedy series?
2. How are the gender humors realized in *'Friends'* comedy series?

3. Why are the gender humors realized in *'Friends'* comedy series in the ways they are?

1.3. The Objectives of Study

A study is formed as a result of the existence of certain objectives to be accomplished. The following are the objectives of the study:

1. To categorize types of gender humors used in *'Friends'* comedy series.
2. To describe how gender humors are realized in *'Friends'* comedy series.
3. To explain the reasons for the realization of gender humors in *'Friends'* comedy series.

1.4. The Scope of Study

This study focuses on utterances (clauses) containing humor spoken by all the female or male in *'Friends'* comedy series while communicating with others. The target of this research was five episodes from different season, such as "The One with the Football" (Season 3, Episode 9), "The One in Vegas" (Season 5, Episode 23), "The One with Rachel's Sister" (Season 6, Episode 13), "The One with the Lottery" (Season 9, Episode 18), and "The One Where Ross is Fine" (Season 9, Episode 18). (Season 10, Episode 2). These five episodes were chosen from cosmopolitan.com, an American online magazine site, because they were the funniest.

1.5. The Significant of Study

Based on the study objectives to be achieved, this study is predicted to have benefits either directly or indirectly in the fields of linguistics and literature.

The results of this study are expected to provide the following uses:

1. Theoretically, the research finding are expected to add insight and knowledge about the humors that exist in literary works, and is also expected to be a reference for further studies related to gender and humor.
2. Practically, the research finding are expected to be a useful tool for the author in implementing her insights on gender and humor, and is expected to provide an understanding to the public regarding the relationship between gender and the types of humor used.
3. In addition, the findings of the study are potentially used as reference for further studies.